

ORDER



Orders
Order / Rev: 170122
Alt Order #: 06393763
Product Desc: AMER 4 PROSPRTY SEN
Estimate: 2176
Flight Dates: 10/25/12 - 10/31/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Mentzer Media Services
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. #306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Americans for Prosperity
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$41,000.00	\$34,850.00
10/29/12	10/31/12	10	\$28,000.00	\$23,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$41,000.00	\$34,850.00	0.00
November 2012	10	\$28,000.00	\$23,800.00	0.00
Totals	22	\$69,000.00	\$58,650.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	22%	\$69,000.00
Market	100%	\$313,636.36

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	27%	\$84,681.82
WITI	32%	\$100,363.64
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	19%	\$59,590.91
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/25/12	10/26/12	Jeopardy 6p-630p	CM	M-F 6p-630p ---TF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
				6p-630p/Jeopardy										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		2			\$2,500.00		0.00			
E 2	WDJT	10/25/12	10/26/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p ---TF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
				630p-7p/Wheel										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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 Estimate: 2176
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/25/12	10/26/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---TF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		2		\$2,500.00		0.00				
E 3	WDJT	10/25/12	10/26/12	M-F 5pm News M-F 5pm News	CM	5p-530p ---TF--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		2		\$750.00		0.00				
E 4	WDJT	10/26/12	10/28/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p ----F-S	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F-S		2		\$2,000.00		0.00				
E 5	WDJT	10/26/12	10/26/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----1--		1		\$10,000.00		0.00				
E 6	WDJT	10/27/12	10/27/12	Sa 8p - 9p Criminal Minds	CM	8p - 9p -----1-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-		1		\$2,500.00		0.00				
E 7	WDJT	10/27/12	10/27/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-		1		\$3,000.00		0.00				
E 8	WDJT	10/28/12	10/28/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1		1		\$10,000.00		0.00				
E 9	WDJT	10/29/12	10/31/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p M-W----	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-W----		2		\$2,500.00		0.00				
E 10	WDJT	10/29/12	10/31/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MTW----	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTW----		3		\$2,500.00		0.00				
E 11	WDJT	10/30/12	10/31/12	M-F 5pm News M-F 5pm News	CM	5p-530p -TW----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TW----		2		\$750.00		0.00				
E 12	WDJT	10/29/12	10/30/12	M-F Late News M-F Late News	CM	10p-1035p MT-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----		2		\$2,000.00		0.00				
E 13	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----		1		\$10,000.00		0.00				
Totals													22	\$69,000.00